GOVERNMENT OF INDIA
WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION
LOK SABHA

UNSTARRED QUESTION NO:1413
ANSWERED ON:09.03.2017
Water Save Campaign
Chowdhury Shri Adhir Ranjan

Will the Minister of WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION be pleased to state:

(a) whether the peoples' movement for water conservation has been intensified in the country, if so, the details thereof;
(b) whether the Water Save Campaign launched in 2001 still continues in 2017; and
(c) if so, the details thereof and the extent to which the said campaign has been helpful to people and farmers of the country

Answer

THE MINISTER OF STATE FOR WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION

(Dr. SANJEEV KUMAR BALYAN)

(a) to (c): To intensify peoples movement for water conservation, Government of India has launched "Jal Kranti Abhiyan" (2015-16) in order to consolidate water conservation and management in the Country in a holistic and integrated approach involving all stakeholders, making it a mass movement. The activities included in Jal Kranti Abhiyan are Jal Gram Yojana, Development of Model Command Area, Mass Awareness Programme and Other activities. "Jal Gram Yojana" is one of the main component of 'Jal Kranti Abhiyan', envisages selection of two villages in every district, preferably 'over-exploited' or facing acute water scarcity, as 'Jal Grams' to ensure optimum and sustainable utilization of Water. Jal Kranti Abhiyan seeks to converge relevant Central/State sponsored schemes/programmes for execution of the works to be undertaken under Water Security Plans. Water security plans for 246 identified Jal Grams have been prepared.

The Government of India has established National Water Mission (NWM) under National Action Plan on Climate Change. The main objective of NWM is "conservation of water, minimizing wastage and ensuring its more equitable distribution both across and within States through integrated water resources development and management". NWM is conducting Human Resource Development and Capacity Building, training and mass awareness programmes. NWM has organised 51 training programmes/mass awareness programmes for about 3600 persons during 2015-16 and 23 training programmes/mass awareness programmes for about 800 persons during 2016-17. NWM has also organized one National Convention of Water User Associations (WUAs) on Participatory Irrigation Management (PIM) and three Regional Conventions covering WUAs and officials from Northern (States of J&K, HP, Uttarakhand, Punjab, Rajasthan and Haryana), Western (Maharashtra, M.P., Gujarat, Chhattisgarh and Goa) and Southern (Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala) regions to identify the problems being faced by WUAs with the overall objective of water conservation, increasing water use efficiency in irrigation. Further, the Government is implementing Pradhan Mantri Krishi Sinchai Yojana (PMKSY) which includes water conservation measures, through completion of 99 ongoing Accelerated Irrigation Benefit Programme (AIBP), irrigation projects, to create an irrigation potential of 7.6 million ha.

Information, Education and Communication (IEC) activities viz; Workshops, Training programmes, organising Bhujal Manthan, Essay & Painting Competitions on Water Conservation, are being implemented. Various organisations under this Ministry have participated in various exhibitions and fairs across the country including India International Trade Fair. IEC activities are also carried out through display of models and banners, distribution of pamphlets etc. to sensitize public regarding water conservation.

The campaign on water conservation is helpful for involving people and in their ownership of movement.

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